

TITLE:

DATE:

COLLABORATORS:

REV #:

OPPORTUNITY CANVAS:

<p>WHAT'S THE PROBLEM? <i>List your top problems, pain points or Customer insights</i></p> <p>2</p> <p>EXISTING ALTERNATIVES <i>List how these problems are solved today</i></p>	<p>HIGH LEVEL CONCEPT <i>State your solution in 6 words or less</i></p> <p>3</p>	<p>UNIQUE VALUE PROPOSITION <i>Clear, compelling statement of benefits from customer's perspective</i></p> <p>6</p> <p>DISRUPTIVE FUTURE <i>What future solutions might disrupt this space?</i></p>	<p>WHY US? <i>What advantage do we have that others can't buy or copy?</i></p> <p>10</p>	<p>WHO CARES? <i>List your target customers and users</i></p> <p>1</p> <p>EARLY ADOPTERS <i>List the characteristics of your ideal customers</i></p>
	<p>GAME ENDERS <i>What are the highest risk technical and market challenges we need to prove first?</i></p> <p>4</p>		<p>KEY RESOURCES <i>Partners and internal resources</i></p> <p>9</p>	
<p>KEY METRICS <i>What measures will prove or disprove your "GAME ENDERS" experiments?</i></p> <p>5</p>		<p>CONDITIONS FOR ENTRY <i>Favorable & Unfavorable Conditions: IP, Regulatory, Competition, Economic and Natural Environment?</i></p> <p>8</p>		
<p>SIZE OF THE PRIZE <i>What estimates do you have about the financial impact of your solution?</i></p> <p>7</p>				

NOTE: Format: High-Risk Assumptions in Bold and Underline (CTRL+B & CTRL+U), **Medium-Risk Assumptions in Bold (CTRL+B)**, Low-Risk Assumptions in Normal text